



Website Advertising

www.abcark.org

The Associated Builders & Contractors of Arkansas now offers website advertising options to our members! Our website is a hub for construction resources, education, political advocacy, business development and more. What better platform to showcase your company than on the homepage of the fastest growing trade association in the state of Arkansas!? Ads will be linked to your company website or other preferred website. Upon request, ads may be switched out at any time. Take advantage of this great opportunity to get your company exposure by securing one of the online ad options below!

▶ Rate Schedule & Ad Sizes

Ad Size (Pixels)	Description	Homepage Placement	6 Month Commitment	Annual Commitment
728 x 90	Leaderboard	Above 'Who we Are'	\$1,500.00 / one time \$250 / month	\$2,750.00 / one time \$229.17 / month
300 x 250	Medium Rectangle	Above 'Upcoming Events'	\$1,250.00 / one time \$208.33 / month	\$2,250.00 / one time \$187.50 / month
970 x 90	Large Leaderboard	Very Bottom Centered	\$1,000.00 / one time \$166.67 / month	\$1,750.00 / one time \$145.83 / month
468 x 60	Banner	Bottom to the Left or Right	\$750.00 / one time \$125 / month	\$1,250.00 / one time \$104.17 / month

(25% Discount for Red White & Blue Members)

▶ Ad Requirements

- File Format: jpeg, png, or gif.
- Color: RGB
- Submitted in the appropriate pixel size.

▶ Ad Design

Need to create an ad? We can help! Advertising design will be an additional charge of \$50. Request must be submitted to Megan Greenland at megan@abcark.org.

ABC Arkansas Website Advertising Contract

Please accept my order for placement on the homepage of the Associated Builders and Contractors of Arkansas' website, www.abcark.org. The ad will remain active for the duration selected below. Companies will be invoiced once the contract is submitted.

Select Ad: Leaderboard Medium Rectangle Large Leaderboard Banner

Select Duration: 6 Months Annual | **Bill Me:** Monthly One Time

Contact Person: _____ Company: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

ABC Arkansas Website Advertising | Homepage Layout

The screenshot shows the ABC Arkansas Chapter website homepage. At the top is a navigation bar with links for Home, COVID-19, About Our Chapter, Membership, Resources, Safety, ACTA Apprenticeship, and Government Affairs. The main header features a large banner for 'APPRENTICESHIP TRAINING' with the hashtag #SettingNewExpectations and the Arkansas Construction Trades Academy logo. Below this is a section for 'Associated Builders & Contractors of Arkansas' with a mission statement and four icons: Educate, Connect, Advocate, and Support. A 'Become a Member!' button is also present. The middle section contains 'WHO WE ARE AND WHAT WE DO:' and 'OUR MISSION' sections, followed by a 'VALUE PROPOSITION' section. A 'Place Your Ad Here!' box is located in the middle right. Below this are social media feeds for Facebook and Twitter, and an 'UPCOMING EVENTS' section. At the bottom, there are three more 'Place Your Ad Here!' boxes and a footer with the ABC Arkansas Chapter logo and mission statement.

Leaderboard
728 X 90

Become a Member!

Place Your Ad Here!

WHO WE ARE AND WHAT WE DO:

Associated Builders and Contractors (ABC) is a national construction industry trade association representing more than 21,000 members. Founded on the merit shop philosophy, ABC and its 69 Chapters help members develop people, win work and deliver that work safely, ethically and profitably for the betterment of the communities in which ABC and its members work. ABC's membership represents all specialties within the U.S. construction industry and is comprised primarily of firms that perform work in the industrial and commercial sectors.

ABC is the merit shop construction industry's voice with the legislative, executive and judicial branches of the federal government and with state and local governments, as well as with the news media.

ABC's mission is the advancement of the merit shop construction philosophy, which encourages open competition and a free enterprise approach that awards contracts based solely on merit, regardless of labor affiliation.

ABC's objective is to deal with issues on an industry-wide basis through its national office and chapters.

ABC's activities include government representation, legal advocacy, education, workforce development, communications, technology, recognition through national and chapter awards programs, employee benefits, information on best practices, and business development through an online contractor search directory. On a national level, ABC was founded in 1959 when seven contractors gathered in Baltimore, Md., to create an association based on the merit shop philosophy. The construction industry should be awarded on merit to the most qualified and responsible low bidder. The courage and dedication of those seven contractors helped to quickly spread the merit shop. Today, ABC is recognized as one of the leading organizations representing America's business community and the merit shop construction industry.

OUR MISSION

ABC Arkansas' mission is to advance the merit shop philosophy by promoting safety training, education and free enterprise principles for the betterment of the construction industry.

VALUE PROPOSITION

Based on the Merit Shop Philosophy, we help Members develop people, win work and deliver work. Safely, Ethically and Profitably for the betterment of the communities in which they work.

Place Your Ad Here!

Medium Rectangle
300 X 250

FACEBOOK

TWITTER

UPCOMING EVENTS

Banner
468 X 60

Place Your Ad Here!

Place Your Ad Here!

Place Your Ad Here!

Large
Leaderboard
970 X 90



Associated Builders and Contractors (ABC) is a national construction industry trade association representing nearly 21,000 chapter members. Founded on the merit shop philosophy, ABC and its 69 Chapters help members develop people, win work and deliver that work safely, ethically, profitably and for the betterment of the communities in which ABC and its members work.